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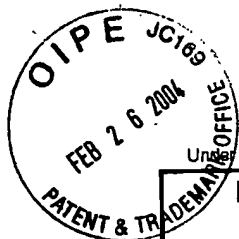
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<b>DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)</b>  <input type="checkbox"/> Declaration Submitted with Initial Filing      OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	<b>Attorney Docket Number</b>	Google-57 (GP-151-00-US)
	<b>First Named Inventor</b>	Jeremy BEM
	<b>COMPLETE IF KNOWN</b>	
	<b>Application Number</b>	10/674,888
	<b>Filing Date</b>	September 30, 2003
	<b>Art Unit</b>	3625
	<b>Examiner Name</b>	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A RELAXED MATCH

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) September 30, 2003 as United States Application Number or PCT International

Application Number 10/674,888 and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
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			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

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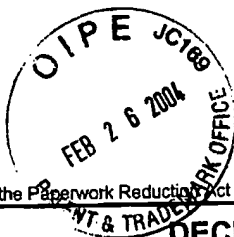
## **DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application**

### **Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.



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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

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 or Bar Code Label

26479

OR ☐ Correspondence address below

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:

☐ A petition has been filed for this unsigned inventor

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Family Name  
 or Surname Bern

Inventor's  
 Signature

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☐ A petition has been filed for this unsigned inventor

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 (first and middle [if any])

Family Name  
 or Surname

Inventor's  
 Signature

Date

Residence: City

State

Country

Citizenship

Mailing Address

City

State

ZIP

Country

☐ Additional inventors are being named on the \_\_\_\_\_ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.